

OFFICE OF THE CITY MANAGER

DATE: JAN. 31, 2014

TO: MAYOR AND CITY COUNCIL

FROM: SCOTT H. NEAL, CITY MANAGER

RE: FRIDAY REPORT FOR JAN. 31, 2014

FRIDAY REPORT



- 1. Golf Enterprise Public Meeting** – Staff facilitated a public meeting Jan. 30 to gauge reaction and receive feedback on our proposed plan to improve our golf enterprise operations. An estimated 250 people attended the meeting. The most common public comments addressed the staff recommendation to close Fred Richards Executive Golf Course after the 2014 season. People commenting on that subject were strongly opposed to that proposed action. The next step in the process is for the Park Board to consider the proposal on Feb. 11. The Council is scheduled to consider the matter at its March 4 meeting.
- 2. Employee News** – MJ Lamon started Jan. 22 as a part-time Project Coordinator in the Administration Department. MJ will serve as the staff liaison to the Human Rights & Relations Commission, coordinate general board and commission activities such as recruitment and orientation, and serve as the City's liaison with recognized neighborhood associations. MJ was previously a volunteer coordinator with Children's Hospital.

Vanessa Politz will begin her new job as an Assessing Specialist in our Assessing Division on Feb. 18.

Teamsters Local 320 (Police Patrol Unit) has voted to approved the tentative collective bargaining agreement. The agreement will be presented to the City Council for approval at its Feb. 18 meeting.
- 3. MATHCOUNTS** – MATHCOUNTS is a math skills competition coordinated by the Minnesota Society of Professional Engineers - City of Lakes Chapter. The competition will be held at the Edina Public Works & Park Maintenance Facility on Feb. 1. Engineering staff is assisting with this competition that brings sixth-, seventh- and eighth-grade students together to compete at a chapter level with opportunities to move onto the state and national levels of competition.
- 4. Liquor Update** – The State Auditor just released the annual report on municipal liquor stores for the year 2012. Edina was the top operation in the state in net income for the third consecutive year with a net income of more than \$1.4 million dollars. What makes this number even more impressive is the fact that the Southdale store was shut down for remodeling for six weeks at the start of 2012. During this time, Edina was also No. 2 in gross sales in the state behind the Lakeville system. Also for the third year in a row, Edina Liquor – Southdale was the single largest grossing municipal liquor store in the state at over \$6.2 million in gross sales.
- 5. Edina Liquor** – Grandview has been going through a minor remodeling project the past few weeks and things are really starting to take shape. We have created more space for warm beer and a better layout for product tastings. We have also redesigned the front counter area and will change the store signage in the near future.

Edina Liquor will run monthly inserts in the Sun-Current starting Feb. 6. These inserts will have our branding message on one side and staff picks, monthly specials and coupons on the other side.

6. **Police Update** – Between Jan. 1 and 26, there were three burglaries in Edina. One burglar was arrested and charged with two burglaries (Wilford Way and Benton Avenue). Two burglars were arrested by patrol on an underground garage burglary (Vernon Avenue). Both sets of arrests were examples of the excellent teamwork of our patrol, school resource officers, detectives and dispatchers.
7. **54th Street Bridge/Lighting Input Session** – Engineering staff coordinated a public input session this week on bridge design and lighting for the 54th Street project. Due to the weather, we had a lower-than-expected turnout, but the residents who were in attendance had positive things to say about design elements presented. Public Works staff created a mock-up of the knee-wall / railing to show scale to the residents. This mock-up was very well received and provided the necessary reference scale to residents.
8. **Police Technology** – Squad phones are in the process of being replaced by iPhones. The iPhones will also function as digital cameras and digital recorders, eliminating the need for these additional devices.
9. **Art Center Membership** – Staff at the Art Center compiled data for the 3,315 names on the Art Center mailing list. To save money on mailing of class schedules, the mailing list was culled to remove members or individuals who had not taken classes or renewed their membership for over four years. The Art Center mailing list was over 6,000 names in 2011.

Of those who remain on the list, 33 percent of the mailing list names have Edina home addresses. 18 percent of them have Minneapolis home addresses. The remaining 49 percent have home addresses throughout the Twin Cities metro area.

10. **Edinborough Park** – The impact of the polar vortex on recent school cancellations may have been hard on the education of our children, but it has been good for business at Edinborough Park. When school is canceled, we see an immediate increase in attendance at Adventure Peak. For the time period Jan. 1-28, the park had a total of 12,156 paid admissions and check-ins for children. For the same time period in 2014, the Park had 13,314 paid admissions and check-ins for children. This is a 9 percent increase in paid admissions and check-ins over last year. The financial turnaround at Edinborough Park continues.
11. **Speak Up, Edina** – The City will lead monthly engagement discussions this year on www.SpeakUpEdina.org. The January topic was about food trucks. We posed several questions Speak Up site in order to get the conversation going. Those discussion questions included: Would you support a change in local law to allow food trucks in Edina? If food trucks were allowed in Edina, should they be restricted to certain areas? When should food trucks be allowed? People from around the community on both sides of the issue are weighing in. The City's discussion on food trucks will be regularly monitored through the end of the day. After that time, a summary of the online discussion will be prepared and forwarded to staff and the City Council at the Feb. 18 Council meeting. The subject for February will be the City's 60/40 requirement of our on-sale liquor license regulation.